

TOP 50 VACCINES, 2012

Category leaders, ranked by US sales*, and their media spend

Rank	Product	Manufacturer	US sales \$ (000s)**	Vs. prior 12 mos.	TRx (000s)	Vs. prior 12 mos.	US DTC media \$ (000s)	Vs. prior 12 mos.	US journal media \$ (000s)	Vs. prior 12 mos.
1	Prevnar 13	Pfizer	\$810,134.5	-0.1%	2,198.0	>100.0%	\$0.0	-100.0%	\$599.0	-29.6%
2	Zostavax	Merck	\$477,815.5	>100.0%	2,236,063.0	>100.0%	\$46,037.1	>100.0%	\$11.0	N/A
3	Pneumovax 23	Merck	\$307,471.4	23.3%	472,772.0	50.84%	\$0.0	N/A	\$1,123.0	N/A
4	Engerix-B	GlaxoSmithKline	\$212,333.8	-7.3%	53,253.0	8.21%	\$0.0	N/A	\$0.0	N/A
5	Fluvirin 2012-2013	Novartis	\$208,715.4	N/A	6,878,150.0	N/A	\$0.0	N/A	\$0.0	N/A
6	Havrix	GlaxoSmithKline	\$159,545.5	-24.1%	33,048.0	20.79%	\$0.0	N/A	\$0.0	N/A
7	Gardasil	Merck	\$137,436.9	32.5%	38,707.0	9.14%	\$43,956.8	-1.0%	\$0.0	N/A
8	Twinrix	GlaxoSmithKline	\$101,964.9	-4.0%	26,055.0	33.87%	\$0.0	N/A	\$0.0	N/A
9	Fluarix 2012-2013	GlaxoSmithKline	\$96,514.9	N/A	31,539.0	N/A	\$0.0	N/A	\$0.0	N/A
10	Menactra	Sanofi Pasteur	\$93,200.4	8.5%	40,644.0	>100.0%	\$0.0	N/A	\$0.0	N/A
11	Fluzone 2012-2013	Sanofi Pasteur	\$82,817.0	N/A	3,239,155.0	N/A	\$19,340.1	100.0%	\$0.0	N/A
12	FluLaval 2012-2013	ID Biomedical	\$81,050.4	N/A	92,644.0	N/A	\$0.0	N/A	\$0.0	N/A
13	M-M-R II	Merck	\$75,903.0	19.7%	18,498.0	68.59%	\$0.0	N/A	\$0.0	N/A
14	Varivax	Merck	\$73,588.0	20.1%	15,649.0	94.83%	\$0.0	N/A	\$0.0	N/A
15	Rotarix	GlaxoSmithKline	\$71,255.7	-40.4%	33.0	>100.0%	\$0.0	N/A	\$0.0	-100.0%
16	FluMist	MedImmune	\$55,224.5	2.8%	14,550.0	25.16%	\$3,153.7	-28.0%	\$147.0	N/A
17	Reombivax HB	Merck	\$51,198.5	11.3%	6,740.0	52.83%	\$0.0	N/A	\$0.0	N/A
18	Afluria	CSL Ltd.	\$44,942.3	N/A	1,956,954.0	N/A	\$0.0	N/A	\$0.0	-100.0%
19	RotaTeq	Merck	\$41,606.4	5.2%	257.0	-25.07%	\$0.0	N/A	\$239.0	-5.8%
20	Fluzone High-Dose	Sanofi Pasteur	\$41,376.4	N/A	1,378,844.0	N/A	\$0.0	N/A	\$0.0	N/A
21	Rabavert	Novartis	\$38,475.6	12.3%	1,939.0	15.97%	\$0.0	N/A	\$0.0	-100.0%
22	Typhim VI	Sanofi Pasteur MSD	\$34,903.6	-5.6%	19,856.0	45.64%	\$0.0	N/A	\$0.0	N/A
23	Menveo A-C-Y-W-135-Dip	Novartis	\$21,491.2	176.9%	106,243.0	>100.0%	\$0.0	N/A	\$0.0	N/A
24	Ipol	Sanofi Pasteur	\$18,875.5	2.4%	4,471.0	41.89%	\$0.0	N/A	\$0.0	N/A
25	Imovax Rabies Vaccine	Sanofi Pasteur	\$15,157.1	-11.0%	1,651.0	20.78%	\$0.0	N/A	\$0.0	N/A
26	Pentacel	Sanofi Pasteur	\$14,839.3	-49.6%	192.0	-12.73%	\$0.0	N/A	\$119.0	-74.7%
27	Act-HIB	Sanofi Pasteur	\$10,397.3	21.4%	792.0	74.45%	\$0.0	N/A	\$0.0	N/A
28	Vivotif Berna	Crucell	\$10,305.8	17.2%	142,352.0	7.44%	\$0.0	N/A	\$0.0	N/A
29	Vaqta	Merck	\$8,561.7	62.1%	757.0	57.05%	\$0.0	N/A	\$0.0	N/A
30	ProQuad	Merck	\$7,259.4	60.5%	11.0	>100.0%	\$0.0	N/A	\$28.0	N/A
31	PedvaxHIB	Merck	\$5,664.1	45.5%	95.0	5.56%	\$0.0	N/A	\$0.0	N/A
32	Fluvirin 2011-2012	Novartis	\$4,982.5	-97.3%	225,882.0	-96.47%	\$0.0	N/A	\$0.0	N/A
33	Fluzone 2011-2012	Sanofi Pasteur	\$3,547.3	-95.2%	155,379.0	-94.48%	\$0.0	N/A	\$0.0	N/A
34	Menomune A-C-Y-W-135	Sanofi Pasteur	\$3,469.7	22.8%	5,498.0	74.60%	\$0.0	N/A	\$0.0	N/A
35	Cervarix	GlaxoSmithKline	\$3,389.0	>100.0%	131.0	-41.78%	\$0.0	N/A	\$0.0	-100.0%
36	Fluzone int. 2012-2013	Sanofi Pasteur	\$2,951.4	N/A	100,722.0	N/A	\$0.0	N/A	\$0.0	N/A
37	Fluzone Pedi 2012-2013	Sanofi Pasteur	\$1,527.9	N/A	333.0	N/A	\$0.0	N/A	\$0.0	N/A
38	Ixiaro	Novartis	\$1,238.1	-74.1%	1,228.0	>100.0%	\$0.0	N/A	\$0.0	N/A
39	YF-VAX	Sanofi Pasteur	\$1,168.8	75.7%	12,476.0	61.48%	\$0.0	N/A	\$0.0	N/A
40	Fluarix 2011-2012	GlaxoSmithKline	\$572.5	-99.4%	1,273.0	-96.57%	\$0.0	N/A	\$0.0	N/A
41	Fluzone 2011-2012 (PF)	Sanofi Pasteur	\$350.6	-98.9%	47,030.0	-96.85%	\$0.0	N/A	\$0.0	N/A
42	Afluria 2011-2012 (PF)	Merck	\$247.8	-97.4%	21,084.0	-96.97%	\$0.0	N/A	\$0.0	N/A
43	Fluvirin	Novartis	\$246.0	-97.1%	466.0	-99.87%	\$0.0	N/A	\$0.0	N/A
44	BCG (TICE strain)	Merck	\$160.2	-98.0%	1,825.0	-3.18%	\$0.0	N/A	\$0.0	N/A
45	Fluzone high-dose '11-12 (PF)	Sanofi Pasteur	\$91.5	-99.5%	4,823.0	-99.31%	\$0.0	N/A	\$40.0	-61.9%
46	COMVAX	Merck	\$88.7	-32.8%	5.0	N/A	\$0.0	N/A	\$0.0	N/A
47	Afluria 2011-2012	Merck	\$82.7	-98.1%	3,665.0	-95.95%	\$0.0	N/A	\$0.0	N/A
48	Afluria	Merck	\$59.1	-91.1%	189.0	-99.58%	\$0.0	N/A	\$0.0	N/A
49	Fluzone intradermal	Sanofi Pasteur	\$25.4	-68.0%	808.0	-77.43%	\$0.0	N/A	\$1,160.0	N/A
50	Fluzone	Sanofi Pasteur	\$23.9	-99.0%	258.0	-99.74%	\$0.0	N/A	\$0.0	N/A

*Integrated manufacturer benchmark sales (MBS) *Sales data reflect a subset of total market for each product (audit includes retail, non-retail and institutional but not government and some private distribution channels), so sales data reflect a snapshot only and should be used for ranking, not total market for each product
Sources: Sales/TRx: Symphony Health Solutions; DTC media spend, Nielsen; journals, Kantar Media